

[Faint musical notation]

providing consumer and business access to a service;
registering consumer and business users to receive the service;
querying registered users as to particular preference data;
querying registered users as to particular permissive action corresponding to use options of the preference data;
storing for later use or editing the preference data and corresponding permissive action data; and
selectively releasing preference data to particular designated users according to registrant-specified parameters.

3. The method of claim 1, wherein the service comprises a server from which software may be downloaded.

5. A data system for optimizing use of large scale databases to individualize consumer and business marketing, comprising:

- communication net means for remote access by registered users of a data system;
- enabling code means which is configured for downloading from a remote communication net means to a local computing device;
- software control means for interfacing with said enabling code means to allow operation of the local computing device in various modes during or after a time period when enabling code means is being downloaded to the local computing device; and

preference data storage means electronically interfaced with the communication net means for receiving, manipulating, and storing preference data of users of local computing devices.

6. A method of distributing computer data files to remote users, comprising the steps of:

providing a central server accessible to remote users and to a data file originator; effecting electronic delivery of a data file to the central server;

providing executable code on the central server capable of receiving input from a remote user to manipulate the data file's native application, and further being capable of transmitting the output of the native application to a client application for display by the client application in a manner which can be viewed by a remote user.

7. The method of claim 6, further comprising the step of: providing a permissions system by which the data file access by remote users is limited according to specified parameters.

8. The method of claim 7, wherein the specified parameters include the number of times the data file can be accessed.

9. The method of claim 7, wherein the specified parameters include whether a remote user may save a data file locally.

10. The method of claim 9, wherein the specified parameters include the provision of authentication information by the remote user.

11. The method of claim 10, wherein the authentication information is a password.

12. The method of claim 11, wherein the authentication information is a digital signature.

13. The method of claim 7, wherein the specified parameter comprises the provision of a number of times the data file may be accessed.

14. The method of claim 7, wherein the specified parameter comprises an inability for remote users to save the data file locally in the native application format.

15. The method of claim 7, wherein the specified parameter comprises an expiration date past which time the data file may not be accessed.

16. The method of claim 7, wherein the thin client comprises executable code operating within a browser environment.

17. The method of claim 6, wherein the server storing the specified application is connected to a communications network and has an IP address.

18. The method of claim 17, wherein the IP address information of the server is embedded directly or indirectly within an Internet WWW application page.

19. The method of claim 17, wherein the IP address information of the server is embedded directly or indirectly within an electronic mail protocol message.

20. A computerized data system for optimizing use of large scale databases, comprising:

communication network means enabling remote access by registered users of a data system;

enabling code means adapted for downloading from a remote server through a communication network means to a local computing device;

software control means for interfacing with said enabling code means to allow operation of the local computing device in various modes for a specified time period after commencement of enabling code downloading; and

preference data storage means electronically interfaced with the communication network means for receiving, manipulating, and storing preference data of users of local computing devices.

21. A computerized method of providing restricted access to a file resident on a file server, comprising the steps of:

providing computer-based storage of an electronic data file on a central file server;

providing an executable application to which the electronic data file is native;

providing to a remote client executable code having means for manipulation of the remote server, said executable code having means for display of the interface environment of the native application.

22. The computerized method of providing restricted access to a file resident on a file server of claim 21, wherein the executable code is resident on the file server.

23. The computerized method of providing restricted access to a file resident on a file server of claim 21, wherein the executable code is resident on an application server, said application server having a data communication link to said file server.

24. The method of permitting restricted access to a server file of claim 21, wherein the enabling code operates within a browser environment.

25. The method of permitting restricted access to a server file of claim 21, wherein the enabling code comprises a Java applet.

26. A method of permitting multiple client users to simultaneously access a computer-linked remote data file, the method comprising the steps of:

receiving a client request to access the document through a computer link;

transmitting to the requesting client thin-client enabling code; and

executing user application code on the server.

27. The method of claim 26, wherein the service is made available to users who have paid a subscription fee.

28. The method of claim 26, wherein the service is made available to users for free upon registration.

29. The method of claim 26, wherein appearance and function of the user's graphical user interface at the remote client may be customized by the user.

30. The method of claim 26, wherein the enabling code downloaded to the client machine creates a graphical user interface for the user on the user's remote client computer.

31. The method of claim 30, wherein the graphical user interface downloaded to the user's remote client computer instructs the user regarding carrying out the steps in a process of interest to the user.

32. The method of claim 31, wherein the graphical user interface instructing the user regarding carrying out the steps in a process contains hyperlinks to advertising, promotional, and regulatory information and of interest to a user according to the process selected by the user.

33. The method of claim 1 wherein a registrant may list items of personal information comprising name, address, clothing sizes, hobbies, interests, personal preferences in food, drink, and clothing.

34. The method of claim 33 in which entries can be altered and updated by the user on an ongoing basis.

35. The method of claim 33 in which the user may control access to their entities by third parties, and may allow selected access to personal information by vendors for the purpose

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1. The first of these is the fact that the system is not a simple one, but a complex one, involving many different factors and many different people. The second is that the system is not a static one, but a dynamic one, constantly changing and evolving. The third is that the system is not a closed one, but an open one, constantly interacting with the outside world. The fourth is that the system is not a linear one, but a non-linear one, with many feedback loops and many different paths. The fifth is that the system is not a deterministic one, but a probabilistic one, with many uncertainties and many different outcomes. The sixth is that the system is not a simple one, but a complex one, involving many different factors and many different people. The seventh is that the system is not a static one, but a dynamic one, constantly changing and evolving. The eighth is that the system is not a closed one, but an open one, constantly interacting with the outside world. The ninth is that the system is not a linear one, but a non-linear one, with many feedback loops and many different paths. The tenth is that the system is not a deterministic one, but a probabilistic one, with many uncertainties and many different outcomes.

38. A computerized method of file-based communication, comprising the steps of:
opening a computer file within a native application, the file and application being
resident on a central server;
providing access to the computer file to users of a plurality of remote client
machines;
wherein each of users the plurality of remote client machines may manipulate the
computer file resident on the central server by operating the native application.

40. The computerized method of file-based communication of claim 39, wherein the one of the plurality of remote client machines enabled to operate the native application is enabled by holding a token.

providing access to the computer file to users of at least one remote client computer running a thin client interface, the interface being capable of reflecting the state of a native

application for manipulation of the computer file and registering commands from the remote client computer to the native application; and

varying at least one screen resolution parameter in response to variations in the transmission quality of the connection between the server and the remote client machine.

wherein each of users the plurality of remote client machines may manipulate the computer file resident on the central server by operating the native application.

42. The computerized method of claim 41, wherein the screen resolution parameter is varied in response to at least one of the parameters of variation in the bandwidth, variation in data transmission speed, and variation in latency, of the connection.

43. A computerized method of targeted marketing, comprising the steps of:
providing a database storing personal preference information of a plurality of individual identified purchasers;

defining a set of contact opportunities enabling contact with the buyers;

providing access to the database to sellers;

allowing the plurality of consumers to set contact parameters restricting seller contact with the buyers;

providing to sellers in exchange for consideration the contact opportunities remaining after application of the contact parameters to the set of contact opportunities; and

remitting at least some of the consideration from the sellers to buyers.

44. The computerized method of targeted marketing of claim 43, further comprising the step of allowing buyers to enter their personal preference information in the database.

45. The computerized method of targeted marketing of claim 43, further comprising the step of allowing sellers to enter the empirical preference information of buyers in the database.

46. The computerized method of claim 43, wherein remote users may restrict distribution of preference information according to specified parameters.

55. The file server computer system of claim 50, wherein the transmission of the location of the target file on the file server is transmitted via an html link.

56. The file server computer system of claim 55, wherein the transmission of the location of the target file on the file server is encrypted.

57. The file server computer system of claim 55, further comprising means for licensing of the application adapted for manipulation of the at least one electronic data file to the user of the thin client environment.

58. The file server computer system of claim 55, wherein the file server is administered by the user administering the target file on the file server.

59. A computerized thin client interface device comprising:
a computer;
an output screen device connected to said computer;
a thin client application executable on said computer;
said thin client presenting via the screen device a user interface in desktop form;
said user interface containing therein at least one user interface to a remote network resource.

60. The computerized thin client interface device of claim 59, wherein the remote network resource may be accessed via a public network.

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